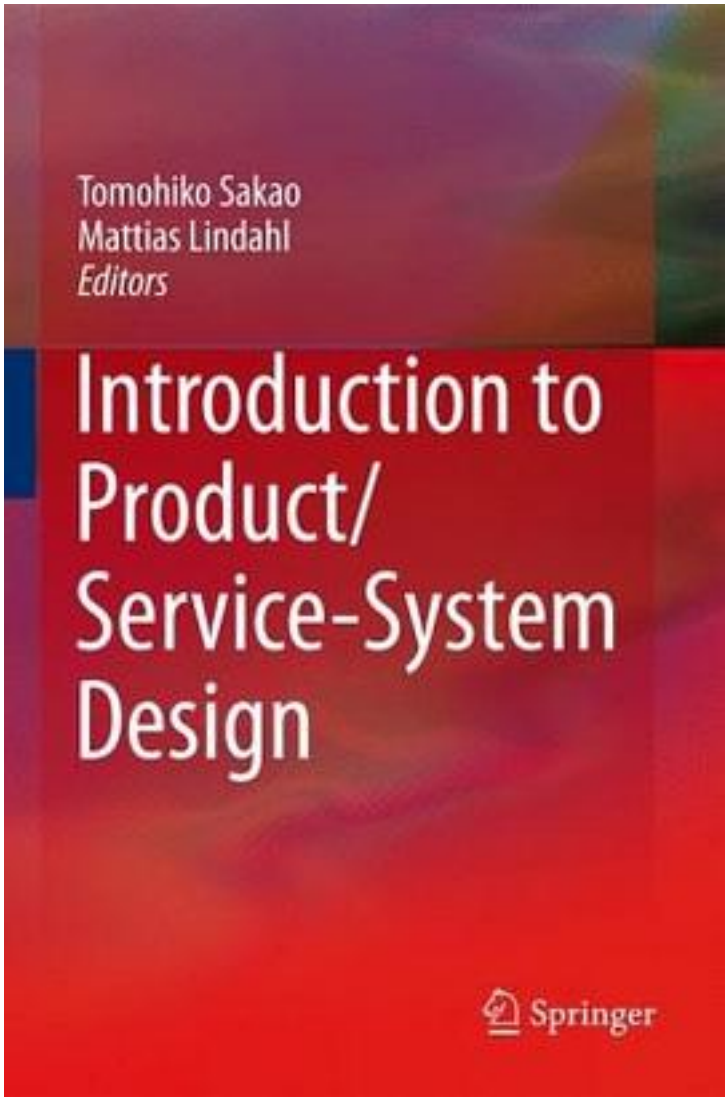
Introduction to Product/Service-System Design



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"Introduction to Product/Service-System Design" contains a collection of practical examples demonstrating how to design a PSS in industry. These recent examples are the results of applying various theories developed in different countries and therefore accommodating diverse cultural differences. Providing a useful overall guide to the state of the art in theory and practice, each chapter covers the cutting edge of a different methodology or practice. The book's focus on design is also evident in the discussion of how to anticipate and utilize the various dynamics within each dimension. "Introduction to Product/Service-System Design" will help improve working processes and inspire creative thinking for the wide range of people involved in designing a PSS: designers, marketing professionals, sales staff, production engineers, and service engineers. It can also serve as a reference book for university students on advanced courses.

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